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The importance of Insight

◆ Insight

- A picture is worth a thousand words
Chinese Proverb, 1000 B.C.
- One insight is worth a thousand analyses
Charles Sooter, April 1993

Insight – ability to structure a complex situation in a way that greatly increases understanding of it.

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Importance of insight (cont.)

- ◆ Testing your ability to develop insight.
 - First some data.
 - The some information.
 - Then the quiz.

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- ◆ Tom and Gia were educated in Boston.
- ◆ Directions around Boston.
 - Roxbury is the geographic center.
 - Go North, you are in the South End.
 - Go East, you are in South Boston.
 - Go North, you are in East Boston.
 - Go West, you are in the North End.
- ◆ Looking for Insight.

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Selecting Management Initiatives

- ◆ the essential practices of the best-run enterprises.*
 - "And one – just – one – I'd underscore. Our number one idea has held up! To wit: 'a bias for action.'"

*Tom Peters in his foreword to Michael Schrage's Book: Serious Play, How the World's Best Companies Simulate to Innovate.

The Tactical View.

⌘ Conference theme:

- What is the process by which the NAVY, Industry and Academia would jointly develop new technologies - the Navy benefiting from the commercial investment, industry benefiting from NAVY cost sharing and risk reduction.
- What are the barriers to implementing the process?
- What can be done about these barriers?

⑩ Conference Tempo

- ⑩ A bias for action.

⑩ Conference product:

- Insights and actionable recommendations, delivered in Internet time.